

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

How to test a 2× ABM performance claim

QUESTION

What would justify saying an agentic process performs twice as well?

GUIDE TAKEAWAY

A 2× claim needs a named metric and comparable baseline. Twice the accepted briefs per hour, half the cost per brief and twice the qualified meeting rate are different claims.

START HERE

Name the metric and denominator.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Name the metric and denominator

Evidence or input

Output or decision

Owner and review point

2. Assign comparable work

Evidence or input

Output or decision

Owner and review point

3. Freeze acceptance criteria

Evidence or input**Output or decision****Owner and review point**

4. Include review and correction costs

Evidence or input**Output or decision****Owner and review point**

5. Report uncertainty

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Accepted throughput

Useful when: Repeatable delivery tasks

Limitation: May miss commercial value

Suggested action: Count all hours and rejections

Why this fits our situation**Evidence needed before acting**

Cost per accepted output

Useful when: Operating efficiency

Limitation: Setup allocation changes the ratio

Suggested action: Disclose labour and tools

Why this fits our situation**Evidence needed before acting**

Qualified meeting rate

Useful when: Account activation

Limitation: Account mix and seller effects

Suggested action: Define eligible accounts

Why this fits our situation

Evidence needed before acting

Incremental pipeline

Useful when: Commercial effectiveness

Limitation: Long windows and sparse outcomes

Suggested action: Use a defensible counterfactual

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/benchmark-agentic-abm/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>